



Your Dog's Professional Personal Trainer

5.28.2020



The Company



Sniffy Labs Inc.



Howard Shyng

Co-founder & President

M.S.

Human-Computer Interaction

RIT 2019



Ting Zhu

Co-founder & Vice President

M.S.

Human-Computer Interaction

RIT 2019

A close-up photograph of a light brown dog with floppy ears looking out from behind a green metal cage. The dog's face is partially obscured by the horizontal bars of the cage. The background is dark and out of focus.

Every year in the U.S.,
3 million
dogs are abandoned

(Data from American Society for the Prevention of Cruelty to Animals)



700,000
are euthanized

(Data from American Society for the Prevention of Cruelty to Animals)

A white puppy is sitting in the center of a cluttered room. The room is filled with various items, including cardboard boxes, a wooden frame, and a blue bag. The puppy is looking directly at the camera with its mouth slightly open. The text "43% were abandoned because of behavioral issues" is overlaid on the right side of the image in white. The background shows a doorway and some furniture, suggesting a home environment.

43%
were abandoned
because of
behavioral issues

(Data from Scientific Research Publishing, researched by ASPCA)



Training

is the *key* to
prevent and solve
behavioral issues



75%
dogs *never* receive
proper training

(Data from Dogster Magazine, author is CPDT-KA certified trainer)



WHY?

Customer Discovery



357

dog owners

44

dog trainers

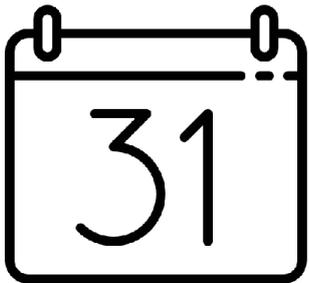
 Rochester & NYC



The Problem



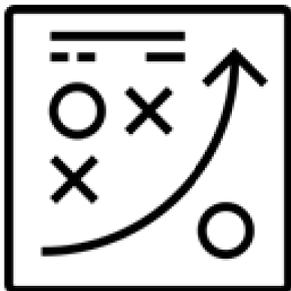
Owners are struggling to find proper and satisfying training resources



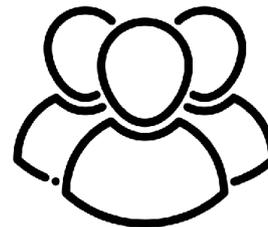
Demanding schedules



Improper methods



**Overwhelming,
unstructured online
resources**



**Group classes are
distracting, not tailored
to personal pace & needs**

The Solution

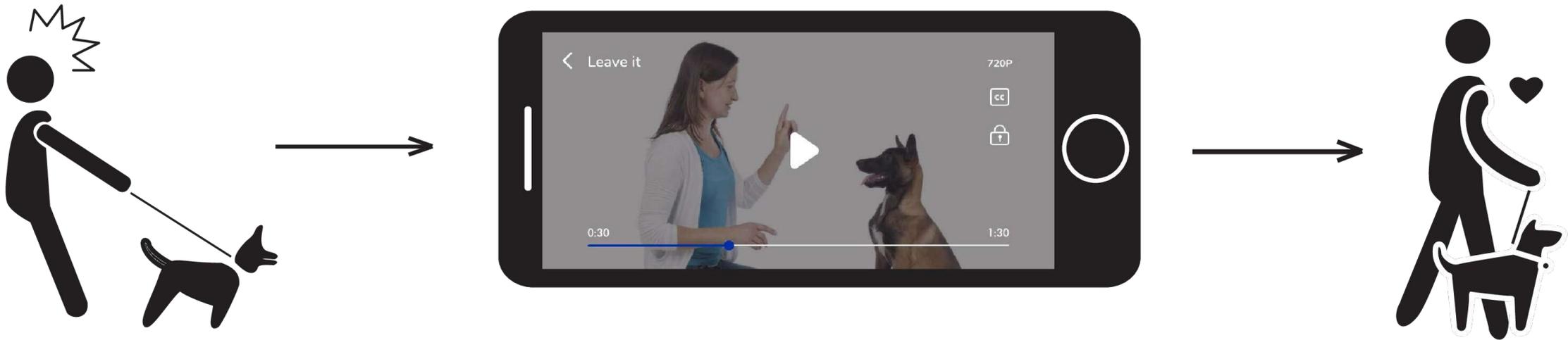


on-demand, professional, customized
dog training & support

The Solution



Sniffy App



Sniffy turns professional training contents into customized and interactive in-app plans

Initial Target

Puppy Owners & New Adopters

- Lack experience of being dog owners
- Have demanding schedules
- Millennials: tech savvy, invest more on pets, comprise 40% of dog owners

(Data from Packaged Facts, APPA)



Puppy Owner



Cecilia

Registered Nurse, first-time dog owner

Pain Point:

- Could not go to training classes because of busy schedules
- Found online resources overwhelming and not structured

New Adopter



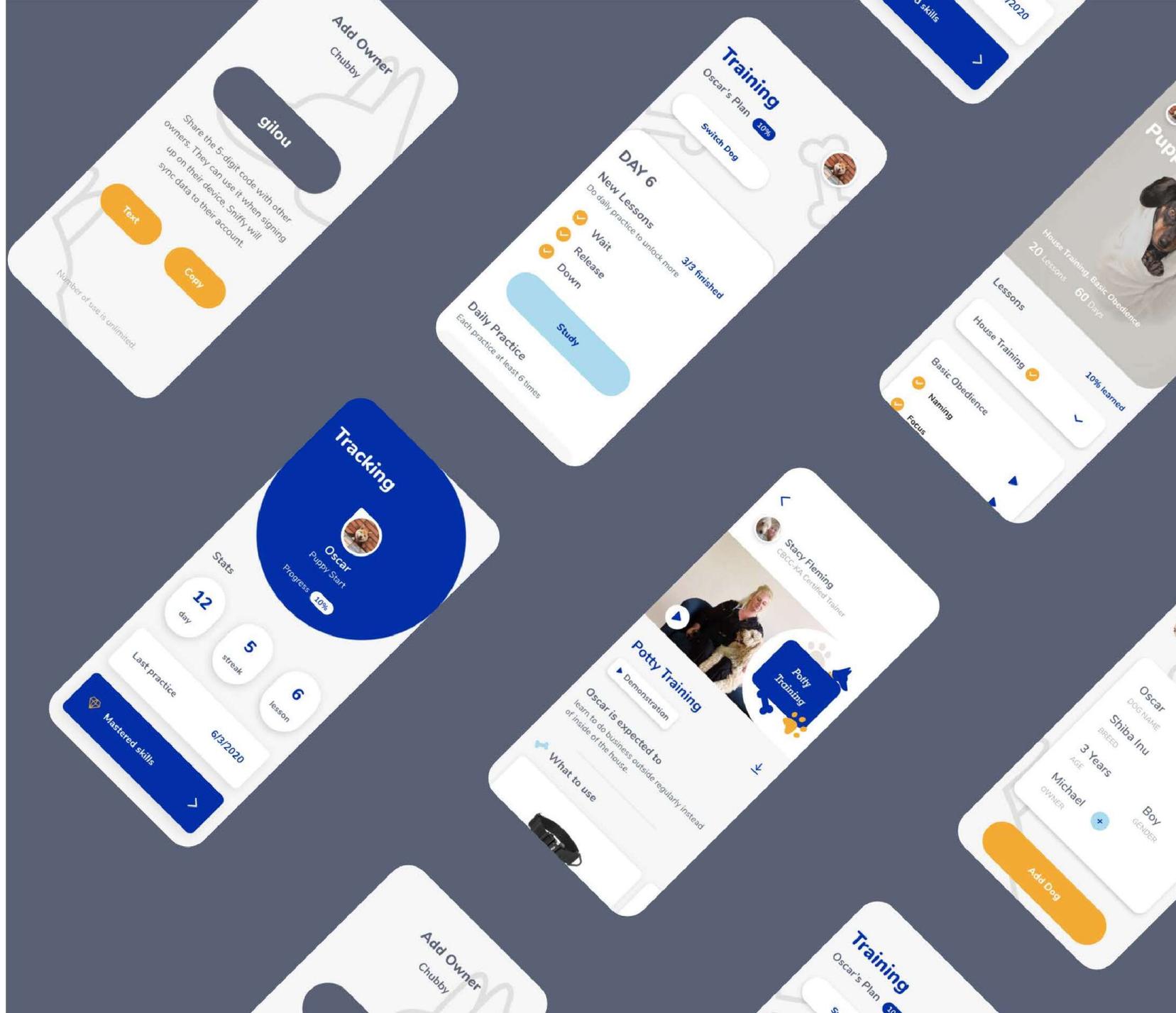
Larry

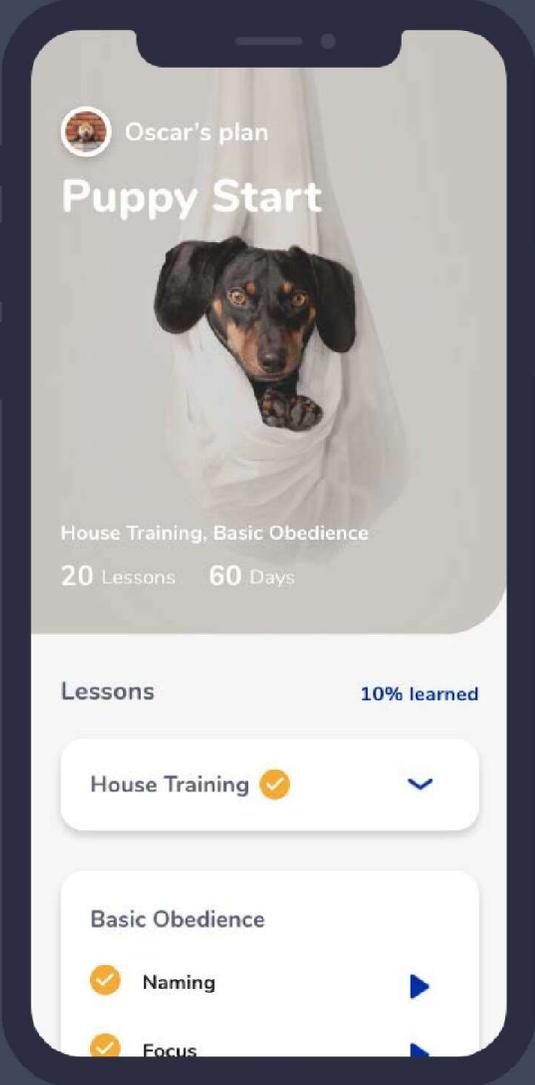
Freelancer, shelter dog adopter

Pain Point:

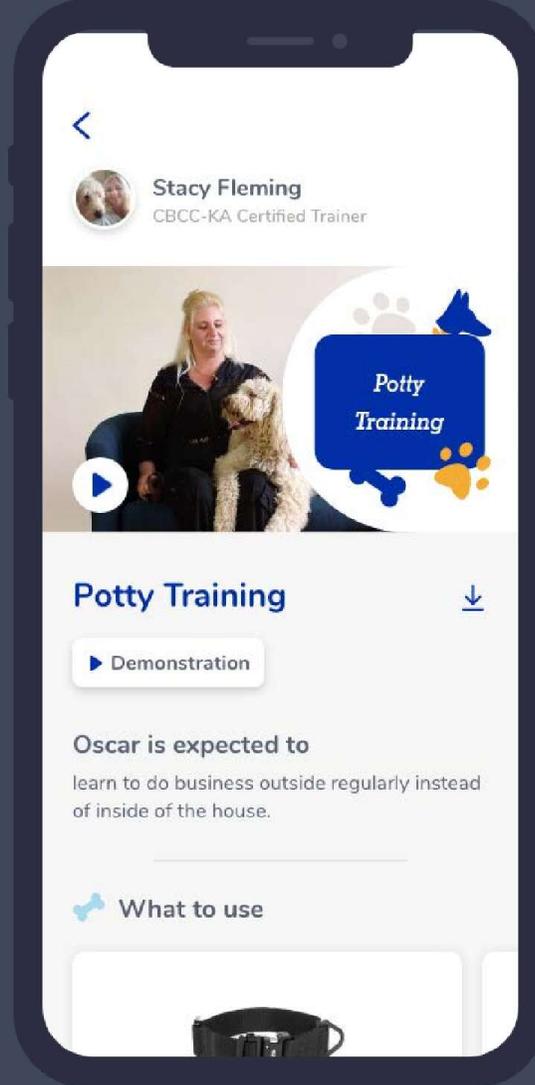
- Dog was easily distracted in the group training, couldn't get along with other dogs in the class

The Product

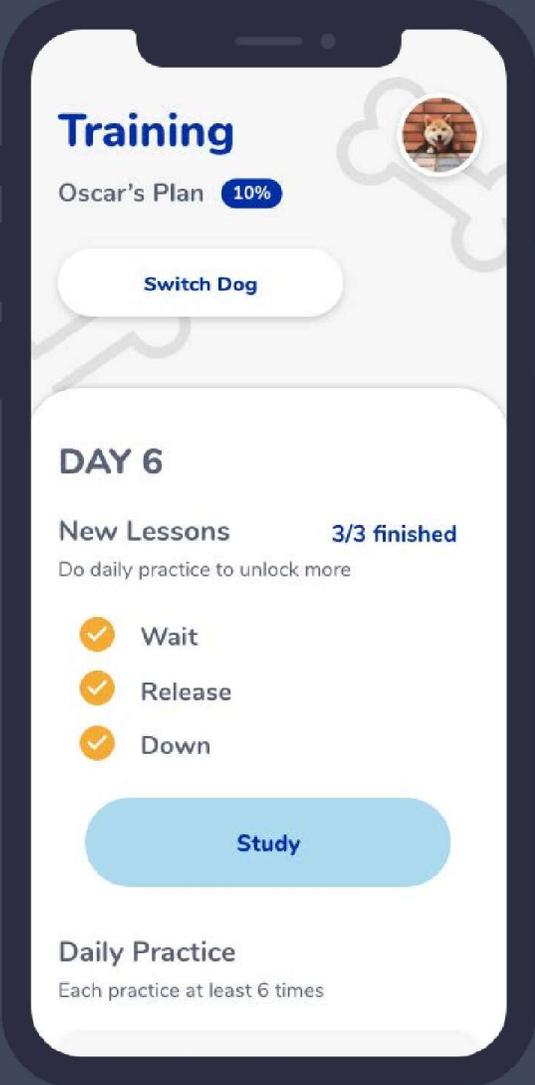




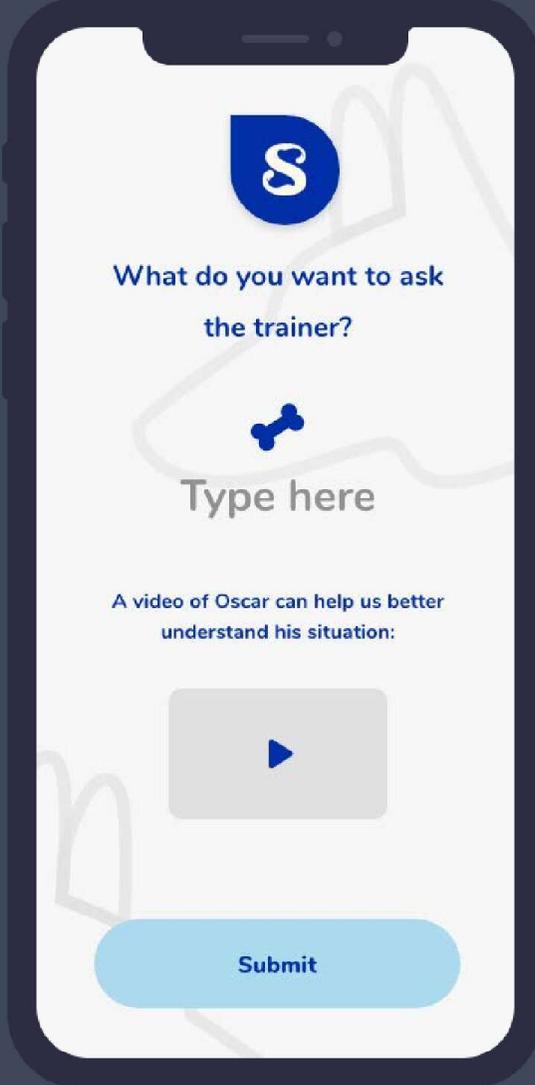
Customized Plans



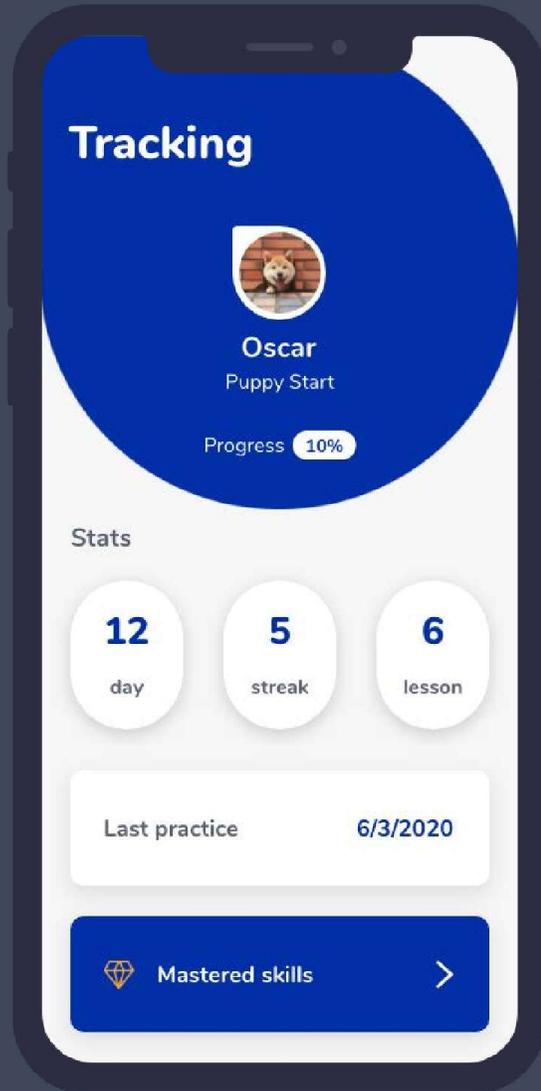
Video Tutorials



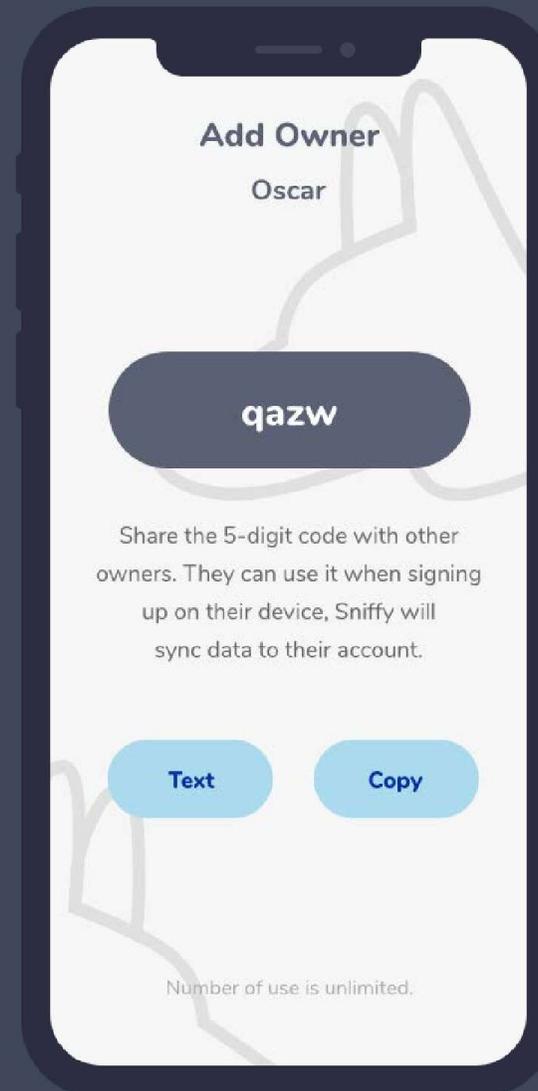
Daily Practice



Individual Consultation



Progress Tracking



Family Account

Beta Test



50

Testers

“

Sniffy allows me to do the training at my own pace, and it fits into my schedule!

(Kathy)

“

The content is presented in a structured way. I can see Waldo is making progress.

(Zeb)



78%

**Conversion
Rate**

“

I didn't know I was training Luna totally wrong until I watched your videos!

(Shauna)

Value Proposition



For dog owners who need **help with training**, Sniffy is a mobile app that provides **on-demand, professional, customized** training and support, unlike going to on-site training classes or using other online training resources.

Business Model



Trainers

Expertise



Training Contents

\$20/month \$120/year

Consultation

\$20/hour commission



Owners

Revenue Streams



Current

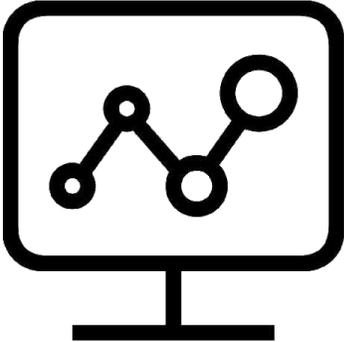
Proposed



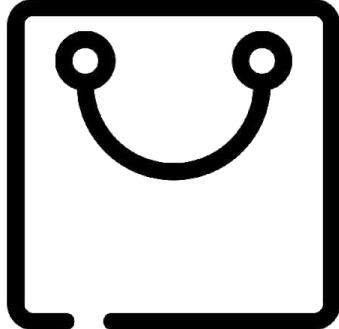
Subscription



Consultation



Data Selling



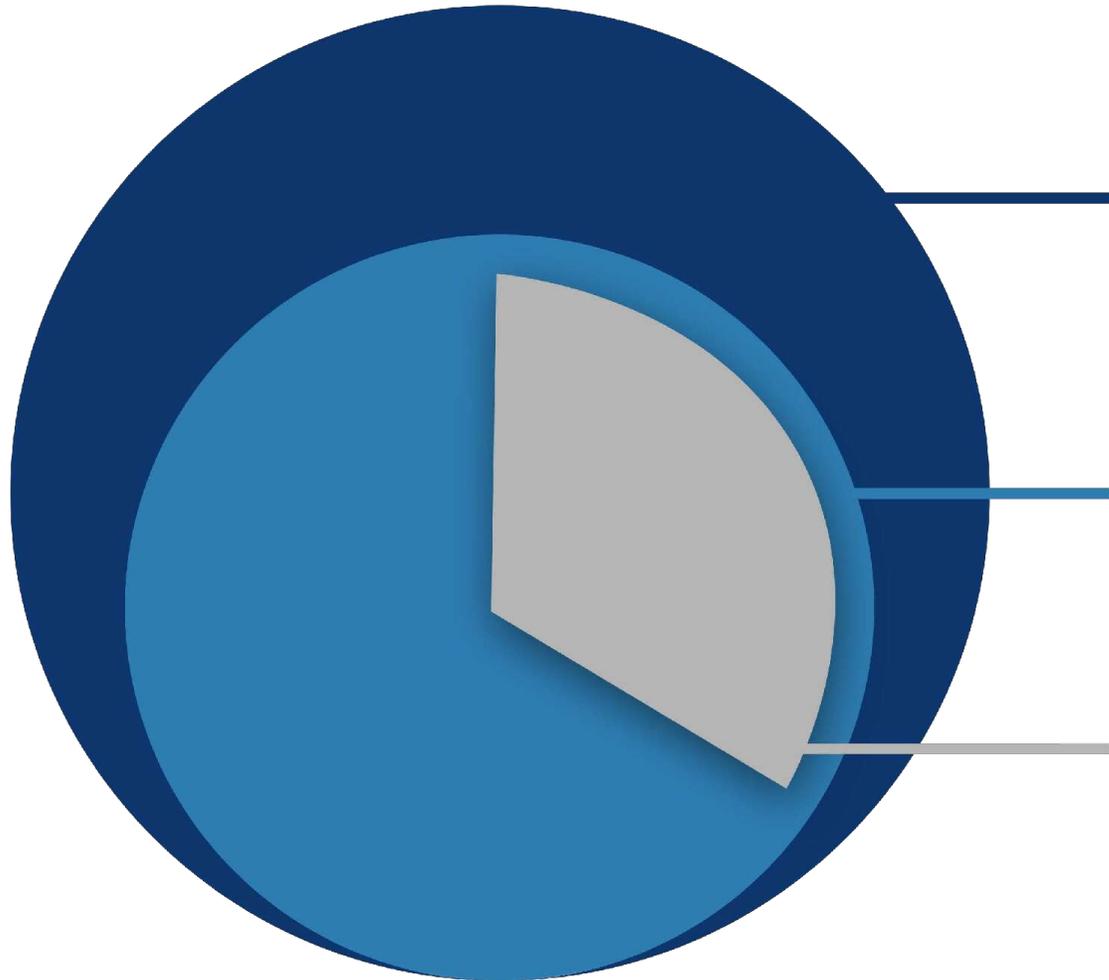
Merchandise

Competitive Landscape



		Dogo	Puppr	OneMindDogs.com
Customized Training				
Video Tutorials				
Progress Tracking				
Consultation				
Family Account				
Price	\$20/month	\$10/month	\$17/month	\$29/month

Market Size



TAM

\$1B

U.S. dog training market

SAM

\$430M

U.S. puppy owners & new adopters

SOM

\$130M

30% households need training help
and look for services like Sniffy

(Data from Annalect's research of US pet owners and ASPCA)

Marketing (1st year)



Breeders

Pam's Dollhouse

Life-with-Goldens



- Recommended our app to **15 clients, 6 tried and paid, conversion rate: 40%**
- Plan to work with 20 breeders, get 20,000 impressions, get **150 customers**
- Provide product discount

Shelters



- **Over 100 adopters/year**
- Plan to work with 15 shelters, get 20,000 impressions, get **150 customers**
- **\$5K (estimated)** for brochures & posters
- Provide product discount

Events



Meet the Breeds

- Each has **200 - 500 owners**
- Plan to go to 15 events, get 5,000 impressions, get **150 customers**
- **\$10K (estimated)** for tickets, accommodation, and printouts

Marketing (1st year)



Digital Marketing

facebook Ads

- Our ads on Facebook got **one user for each \$5.7 spent**
- **\$11K will get 1,900 users, 100 customers (using a 5%* app conversion rate)**

*Braze.com IAP stats

Ads

- Our ads on Instagram got **one user for each \$6 spent**
- **\$12K will get 2,000 users, 100 customers (using a 5% app conversion rate)**

The Team



Howard Shyng
Human-
Computer
Interaction
Front-End



Ting Zhu
Human-
Computer
Interaction
UI/UX



Allen Cheng
Computer
Science
Developer
@Travelstart



Larry Lai
Computer
Science
Developer
@Aspeed



Jim Chen
Computer
Science
Developer
@Garmin



Kurt Lai
Industrial
Engineering
Engineer
@Top Union

Trainers



Stacy Fleming
Certified Trainer
CBCC-KA



Eleonora Clemente
Certified Trainer
Animal Behavior College



Rebecca Rene
Certified Trainer
Animal Behavior College



Rebecca Giannavola
Certified Trainer
Animal Behavior College

Advisors



Anthony Testa

Entrepreneurship Program Director
RIT Simone Center



Patricia Wall

Innovation Coach
RIT Simone Center



Jeffrey Arywitz

Venture Coach
RIT Venture Creations



Holly Hillberg

Entrepreneur-in-Residence
Launch NY



Jerry Adamski

Entrepreneur-in-Residence
Launch NY

The Plan



2020

2021

May

Aug

Nov

Feb

May

Product

App to Launch: Development & Content

Gamification & Content

Community Features

Funding

● RG&E Innovation Grant (Received)

WeFunder Crowdfunding

Launch NY Seed Fund

DormRoom Fund

Marketing

Endorsement from 20 breeders

Endorsement from 15 shelters

Attend events

Digital Marketing



Follow the plan,
bond with your friend.



Sniffy Sniffy-App.com

Thank you.

Five Year Plan

Y1 Essential training (puppy, adult & rescue) and tricks, family account, gamification (badge, levels)

Y2 Gamification (ranking, reward), community, consultation; Breed/Dog size specific contents, training games

Y3 Consultation, training buddy; Breed specific contents, K9 good citizen, agility training

Five Year Plan cont.

Y4 Collaborate with vets, behaviorists, groomers, pet store/product suppliers (videos, blogs, Q&A board, webinars, product review);
Nose training, breed specific contents, problem solving

Y5 Consultation (collaborate with trainer organizations), Sniffy Certified Dogs (partner with Rover/Wag/Chewy.com & local services);
Agility training, problem solving, aging issues;